

# **Action Agenda 1999-2004**

## **What Eastern Kentucky University Will Do To Advance Reform of Postsecondary Education**

**521 Lancaster Avenue  
Richmond, KY 40475-3102  
(606) 622-3884**

*For more information, see our Website: [www.eku.edu](http://www.eku.edu)*

### **Why is it important for Kentucky to have Eastern Kentucky University as one of its comprehensive universities?**

- To serve as an institution of opportunity for its region: enrolling and retaining more students, including those in the region; helping them perform better; and increasing the ethnic, cultural, and geographic diversity of the student body
- To train many of the teachers for ECU's region and elsewhere in Kentucky
- To promote fully developed communications skills that include students' ability to use state-of-the-art technology
- To deliver academic programs to all students in the region effectively and efficiently using all available technology
- To provide timely and effective workforce instruction for business and industry

### **How will ECU enroll, retain, and graduate more students?**

- Increase and broaden recruiting
- Expand faculty and staff contacts with and visits to private as well as public middle and high schools in its region (visits to increase to 400 per year)
- Encourage staff and faculty meetings with high school site-based councils to emphasize the importance of better preparing high school students for college
- Double the proportion of nonwhite students to 9 percent and out-of-state students to 20 percent
- Make Kentucky's largest teacher-education program a model for the state and region
- Reduce the growing dependence on part-time faculty by increasing the proportion of courses taught by full-time faculty to 85 to 90 percent
- Improve academic advising
- Begin a Freshmen Year Experience Program to ease transition from high school

- Emphasize mentoring and tutoring for students who need the most help – as part of an effort to increase the retention rate from 63 percent to 80 percent (beyond the minimum pledged increase to 67 percent) by 2004 while improving student performance
- Establish Freshmen Interest Groups and a Parents' Association to involve students and parents in students' education at ECU

### **How will ECU and the publics it serves become more engaged with one another?**

- Continue to strengthen partnerships with area community and technical colleges
- Establish partnerships with private colleges in its service region
- Further develop the outreach efforts of our South Central Small Business Development Center; the Center for Economic Development, Entrepreneurship, and Technology; the division of Natural Areas; the division of Community and Workforce Education, and other ECU centers.
- Provide leadership for economic development in the region through the establishment of an Eastern Kentucky Partnership that takes an entire community approach
- Expand programs at extended campus sites in Manchester, Corbin, and Danville, and explore additional locations in Hazard and elsewhere

### **How will ECU know whether it has done what it says it will do?**

- Compare actual and desired student retention rates and analyzing factors that contribute to student success and attrition
- Follow changes in ethnic and geographic background of students.
- Conduct focus groups of minority and out-of-state student to understand why they chose ECU and what they think of their experience there
- Scrutinize changes in enrollment from the ECU service region
- Survey alumni and school system personnel about quality of ECU-prepared teachers
- Analyze changes in PRAXIS test scores for ECU education graduates.
- Assess programs that help faculty use technology to teach
- Track number of full-time faculty versus part time and the proportion of courses each group teaches
- Find out what employers need and how satisfied they are with ECU educational programs for workforce development
- Examine the number of collaborative arrangements and partnerships between ECU and the educational and economic institutions in the university's service region
- Determine the need for additional education and training programs in the service region